Department of the Army   FRMOI 25-15
First Region (ROTC)   12 March 2002
United States Army Cadet Command
Fort Bragg NC 28310-5000

Information Management

GUIDANCE FOR MANAGEMENT OF WEBSITES

FOR THE COMMANDER:

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PROPONENT: The proponent of this publication is Administrative Services Branch, Personnel and Administration Division, Headquarters, First Region (ROTC), US Army Cadet Command. Comments should be sent directly to Headquarters, First Region (ROTC), US Army Cadet Command, ATTN: ATOA-PAA, Fort Bragg, North Carolina 28310-5000.

SUPERSESSION: This FRMOI supersedes FRMOI 25-15, 13 Nov 00.

APPENDIX A: Privacy and Security Notice (page 6)
         B: Site Mission Statement (page 7)
         C: Disclaimer Statement (page 8)
         D: Annual Certification Memorandum (page 9)
         E: Security Checklist For Websites (page 10)

DISTRIBUTION: A; D; J; S
Distribution codes used are explained in FRMOI 25-1

This document is available on the First Region (ROTC) Web site at:
www.rotc1.bragg.army.mil

1. Purpose. This FRMOI provides guidance for establishing, monitoring and operation of Army websites. Army websites will only provide information that has been properly cleared for release by unit commanders.

2. References.

    a. AR 25-1

    b. FRMOI 25-25

3.   General.

   a.   The World Wide Web is an effective and efficient means by which this region can support the execution of our mission through information sharing and save resources currently expended on traditional means of communication. Users are encouraged to make it their preferred and routine choice to access and exchange information. Websites should focus on providing value-added information services and products to the organization's users, customers, and the public through the sharing of <u>accurate</u>, <u>timely</u>, and <u>relevant</u> information.

   b.   Battalion websites should be established with the clear mission of promoting enrollments, and to provide information to cadets, prospective cadets, and cadre. The information should highlight the ROTC program on that specific campus - not try to explain the national ROTC program or Army structure. The battalion website should concentrate on campus-specific and battalion-specific programs, information and incentives; history of the program; cadre members; distinguished graduates; facilities; relevant points of contact, etc. The battalion website will be linked to US Army Cadet Command Recruiting page at:

www.armyrotc.com

4.   Responsibilities. The commander of each organization that operates a website, regardless of location (e.g., brigade, battalion, JROTC unit) will:

   a.   Exercise ultimate control over the content of the organization's website.

   b.   Define the purpose of the website in terms of how it supports the mission of the organization.

   c.   Ensure compliance with local school or campus website policies.

   d.   Commanders will institute a review process to ensure that information provided on their website(s) is current, timely, and cleared for public release. Commanders are responsible for the release of all information on the organization's website. Commanders will provide an annual certification of review and compliance with current website guidance to First Region (ROTC), ATTN: ATOA-PAA, in November of each year. See Appendix D for a sample certification memorandum.

5.   Policy.

   a.   Specifications and Standards.

      (1) Army websites should be implemented in such a way as to support the widest range of potential users and computing platforms.

      (2) Army websites may not require or encourage users to use any particular browser product or "plug-in" technologies and may not be designed to support any particular browser product.

(3) Army websites must display or provide a link to a Privacy and Security Notice. (See Appendix A)

(4) Army websites must display or provide a link to a Site Mission Statement indicating the purpose of the website. (See Appendix B)

b. Senior battalion websites will provide a link from their site to the U.S. Army Cadet Command Recruiting site at the following address:

www.armyrotc.com

c. Battalion websites may be linked from the First Region (ROTC) homepage after certification of compliance with this MOI (Appendix D) and forwarding a request to the e-mail address indicated below. Units MUST also advise the First Region (ROTC) Webmaster of any changes to their website address.

a-paa@rotc1.bragg.army.mil

d. Battalion sites may be linked from U.S. Army Cadet Command websites after certification of compliance with this MOI and forwarding a request to Cadet Command Marketing at the e-mail address indicated below. Units MUST also advise Cadet Command Marketing of any changes to their website address.

rotcinfo@monore.army.mil

6. Webmanagers/webauthors have the following responsibilities:

a. Ensure that information published on the website is <u>accurate</u>, <u>timely</u>, and is <u>properly cleared</u> for public dissemination.

b. Ensure appropriate controls are in place, to ensure that the following types of information are **NOT** made available on their website:

(1) Classified information.

(2) Unclassified but sensitive information.

(3) Information that cannot be disclosed under the Privacy Act.

(4) For Official Use Only (FOUO) information.

(5) Copyrighted information for which releases from the copyright owner have not been obtained.

c. Provide the highest practicable level of assurance that information made available to or received from the public does not contain malicious software code (e.g., viruses, trojan horses).

    d. Ensure that the organization's website provides point of contact information for the webmaster or webauthor.

    e. Respond to email, or direct queries to the appropriate source of information, or otherwise fulfill or redirect requests for information.

7. Webpages will display the date page was last updated.

8. Commercial Advertising and Sponsorship.

    a. Commercial advertising on Army websites is prohibited. Corporate or product logos and trademarks (other than text or hyperlinked text) are considered commercial advertisements, and may not be displayed on Army websites.

    b. No money, services, products, or in-kind payment (e.g., website hosting, site management, site design) will be accepted in exchange for a link to a non-Army web resource placed on an Army website.

    c. No product endorsement will be displayed on an Army website. Army websites will not provide preferential treatment to non-U.S. Government entities.

9. External Linked Content.

    a. The ability to hyperlink to resources external to the Army is a fundamental feature of the INTERNET, and can add value and functionality to Army websites.

    b. Hyperlinks to web resources other than official U.S. Army web resources are permitted if the unit commander certifies them to be in support of the organization's mission.

    c. Army websites may use only text or hyperlinked text to direct users to non-Army software download sites.

    d. Army websites that provide links to non-Army web resources must display a disclaimer in accordance with DoD policy. (See Appendix C for sample disclaimer).

10. Personal Use.

    a. Personal use of government resources generally is improper. FRMOI 25-25 provides additional guidance on INTERNET use policy.

    b. Hyperlinks on Army websites to homepages, websites, or other web resources of a personal and non-mission related nature are prohibited.

    c. Army Internet users are subject to DoD 5500.7-R, Joint Ethics Regulation (JER).

11. Army websites must not use inflammatory or threatening language when describing access-controls and procedures, and must avoid the perception that the Army is hiding or withholding information that otherwise would be available to the public.

12. Appendix E provides a Security Checklist for Websites which should be used to ensure compliance with current website policy.

Sample Privacy and Security Notice

Always Correct University
U.S. Army ROTC Battalion
Privacy and Security Notice

1. This Internet site is provided as a public service by U.S. Army ROTC Battalion, Always Correct University, Knowledgetown, NC.

2. Information presented on the site is considered public information and may be distributed or copied unless otherwise specified. Use of appropriate byline/photo/image credits is requested.

3. For site management, this computer system may use software programs to create summary statistics, which are used for such purposes as assessing what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.

4. For site security purposes and to ensure that this service remains available to all users, this computer system may employ software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

5. Except for authorized law enforcement investigations, no other attempts are made to identify individual users or their usage habits. Raw data logs are used for no other purposes and are scheduled for regular destruction in accordance with National Archives and Records Administration guidelines.

6. Unauthorized attempts to upload information or change information on this service are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

7. Cookies to collect information are not used at this site.

8. Contact the Webauthor with questions or comments about this site.

Site Mission Statement

1. The purpose of this site is to provide information to cadets, prospective cadets, cadre and the general public pertaining to the U.S. Army ROTC Battalion, Always Correct University.

2. Information provided is current as of the date indicated on each page.

3. Comments pertaining to the site should be forwarded to the Web Author at:

smarty@acu.edu

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Disclaimer for External Links

The appearance of hyperlinks does not constitute endorsement by the U.S. Army of the Web site or the information, products or services contained therein. The Department of the Army does not exercise control over the information you may find at these locations. Such links are provided consistent with the purpose of this web site.

Sample Certification Memorandum

DEPARTMENT OF THE ARMY
U.S. ARMY ROTC BATTALION
ALWAYS CORRECT UNIVERSITY
KNOWLEDGETOWN, NC 12345-6789

ATOA-JNC-AC   Date

MEMORANDUM FOR Commander, First Region (ROTC), ATTN: ATOA-PAA,
                            Fort Bragg, NC 28310-5000

SUBJECT: Web Site Certification

1. This is to certify that the website maintained by this unit is in compliance with FRMOI 25-15.

2. The following information is provided:

   a. Homepage name: Always Correct University - Army ROTC

   b. Homepage address: http://www.acu.edu/armyrotc.htm

   c. Homepage URL: http://111.111.111.11

   d. Webmaster: CPT Yew B. Smart

   e. Webmaster e-mail address: smarty@acu.edu

   f. Webmaster telephone: (111) 123-4567

                                          IM A. BOSS
                                          LTC, IN
                                          Commanding

Security Checklist For Websites

Name: Date of Review: _____

Organization Reviewed: _____

Primary IP Address/URL: _____

Name and Signature of Reviewer: _____

Issue/Concern	**Yes**	**No**

Management Controls (Note: 1):

1. Does the Website contain a clearly defined purpose statement that
supports the mission of the DoD Component?   _____ _____

2. Are users of the Website provided with a privacy and security notice
prominently displayed or announced on at least the first page?   _____ _____

3. If applicable, does this Website contain a Disclaimer for External
Links notice, when a user requests any site outside of the official
DoD web information service?   _____ _____

4. Is this Website free of commercial sponsorship and advertising?   _____ _____

DEPSECDEF Guidance (Note 2):

1. Operational Information:

    a. Is the Website free of any information indicating plans or lessons
learned which would reveal military operations, exercises or vulnerabilities?   _____ _____

    b. Is the Website free of any reference to information that would reveal
sensitive movements of military assets or the location of units, installations,
or personnel where uncertainty regarding location is an element of the security
of a military plan or program?   _____ _____

2. Personal Information:

Is the Website free of personal Information in the following categories:

    a. Social Security Account Numbers?   _____ _____

    b. Dates of Birth?   _____ _____

FR Form 77, 12 Mar 02

Issue/Concern	Yes	No
c. Home Addresses?	_____	_____
d. Home Telephone Numbers?	_____	_____
e. Names, locations, or any other identifying information about family members of employees, military personnel or cadets?	_____	_____

3. Technological Data (Note 3):

Does the Website contain any technical Data such as:

a. Weapon Schematics?	_____	_____
b. Weapon System Vulnerabilities?	_____	_____
c. Electronic Wire Diagrams?	_____	_____
d. OPSEC Considerations?	_____	_____

"Tip Off Indicators" (Note 4):

Does the Website contain relevant Information in the following categories that might reveal an organization's plans and intentions?

a. Administrative:

(1) Personnel Travel (personal and official business)?	_____	_____
(2) Attendance at planning conferences?	_____	_____
(3) Commercial support contracts?	_____	_____

b. Operations, Plans, and Training:

(1) Operational orders and plans?	_____	_____
(2) Mission specific training?	_____	_____
(3) Exercise and simulations activity?	_____	_____
(4) Exercise, deployment or training Schedules?	_____	_____
(5) Unit relocation/deployment?	_____	_____

Issue/Concern	Yes	No
(6) Inspection results, findings, Deficiencies?	_____	_____
(7) Unit vulnerabilities or weaknesses?	_____	_____
c. Communications:		
(1) RF emissions and associated Documentation?	_____	_____
(2) Changes in activity or communications patterns?	_____	_____
(3) Availability of secure communications?	_____	_____
(4) Hypertext links with other agencies or units?	_____	_____
(5) Family support plans?	_____	_____
(6) Bulletin board/messages between soldiers and family members?	_____	_____
d. Logistics/Maintenance:		
(1) Supply and equipment orders/deliveries?	_____	_____
(2) Transportation plans?	_____	_____
(3) Mapping, imagery and special documentation support?	_____	_____
(4) Maintenance and logistics Requirements?	_____	_____
(5) Receipt or installation of special Equipment?	_____	_____

e. Key Word Search:

Using the following "key words" conduct a search using the search tool. As a result of this search conduct a random screen of any documents found:

Deployment Schedules   _____

Exercise Plans   _____

Contingency Plans   _____

Training Schedules   _____

Issue/Concern	Yes	No
Inspection results, findings, Deficiencies	_____	
Biographies	_____	
Family Support Activities	_____	
Phone Directories, Lists	_____	

Remarks:

_____

_____

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- NOTES -

Note 1: Management Controls are contained in the policy published by the Office of the Secretary of Defense, titled: Establishing and Maintaining A Publicly Accessible Department Of Defense Web Information Service, 9 January 1998.

Note 2: These elements were pulled directly from the DEPSECDEF memo, Information Vulnerability and the World Wide Web, dated, 24 Sept 98.

Note 3: Technical data creates a unique challenge to the OPSEC posture of an organization and to National Security as a whole. Certain technical data, when compiled with other unclassified information, may reveal an additional association or relationship that meets the standards for classification under Section 1.8 (e) E.O. 12958.

Note 4: "Tip-off" indicators are pulled directly from AR 530-1, Operations Security (OPSEC) regulation, dated 3 Mar 95. Tip-off indicators highlight information that otherwise might pass unnoticed. These are most significant when they warn an adversary of impending activity. This allows them to pay closer attention and to task additional collection assets.

By necessity this list is generic in nature. There are many other indictors possible for the wide range of military operations and activities. While this list is rather large—when placed in the context of a command's pre-established critical information, this list may then be applied with a greater level of accuracy. This checklist is not a panacea for complete organizational OPSEC program. If an organization has not invested the effort to analyze it's own critical information, then this list may only tend to exacerbate the problem.

Within the context of information assurance, the World Wide Web should not be treated any differently from any other potential vulnerability. Security of information on publicly accessible web sites must be viewed in the context of an organization's overall OPSEC posture.